# **Intent of the Page: Casoola Casino Page**

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| **Context and Buyer Persona:** The Page is designed for Swedish players, who would like to get more information about the casino. The casino review page is a thorough review about the casino, the most popular games, bonuses and promotions etc. Customers who visit this page are in the Consideration/Decision Phase of the Customer Journey and are therefore looking for the extra information/incentive that will help them decide. They are looking for guidance from the writer who has tested the casino, someone considered an expert that will give them the edge. |
| **Page Intent:**The aim of the page is to give users detailed information about the casino and reinforce their decision to play at that casino. |
| **Tone:**Casino reviews shed light on the casino and represent a neutral, unbiased perspective. As experts who have tested them and are now offering opinions and recommendations to players keen to try them, casino reviews should be dependable and precise We should keep it all friendly but professional and use a neutral tone. Creditability is important with reviews |
| **Content structure:**An article structure with an FAQ section will be included in this brief. |
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# **Targeted Keywords:**

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| --- | --- |
| **Keywords** | **Primary/Secondary/ Tertiary** |
| Casoola Casino | Primary |
| Casoola | Secondary |
| Casoola Recension | Secondary |

# **Meta Data:**

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| --- | --- |
| **URL Structure** | |
| **URL** |  |

|  |  |  |
| --- | --- | --- |
| **Title Tag Terms** | | **Length** |
| **Page Title** | Cassola Casino 2022 | NYTT Casino Bonus 200 Free Spins i Bonus | Close to But Under 65 characters |

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| --- | --- | --- |
| **Meta Description Terms** | | **Length** |
| **Meta** | Casoola Casino, recension, casino bonus, free spins | Close to But Under 155 characters |

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| --- | --- | --- |
| **H1 Tag Terms** | | **Length** |
| **H1** | Casoola | Over 20 But Under 70 characters |

# **Content Recommendations:**

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| --- |
| **Word Count** |
| **Recommendation: 1500-1700** |

# **Keywords:**

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| --- |
| **Potential Key Terms** |
| online casino |
| insättningar och uttag |
| live casino |
| pay n play casino |
| casino utan konto |
| free spins |
| casino utan spelpaus |
| minsta insättning |
| casino utan svensk licens |
| casinon med svensk licens |
| Casoola recension |
| Casoola bonus |
| Bäst Casino Bonus |

# **Keyword Repetition:**

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| --- | --- |
| **Key Terms** | **Recommended Repetition** |
| Casoola Casino | 20 |
| Casoola | 50 |
| Casoola Recension | 3 |

# **Keywords for Interlinking:**

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| --- |
| **Anchor Text** |
| Bäst Casino Bonus |
| Nya Casinon |
| Casino Utan Konto |
| Casinon med Svensk licens |
| Casinon utan Svensk licens |
| slots tillverkare |
| online casino |

# **Things to Include:**

Try to keep paragraphs under 200 words. Use H3’s wherever possible – and keep Header sections under 300 if possible. These are not concrete rules but try and use them as a guideline.

When using H3’s please try and make them as close to the same size as possible and if using any more than three.

**<H1> Casoola Casino**

**<H2> Om Casoola Casino**

Introduction to operator try to catch the reader’s attention with either some story telling elements or references to pop culture etc. (Note: Use Operator Name/primary keyword early in content)

**<H2> Casoola Casino Fördelar och nackdelar**

4-5 Pros

1-3 Cons – How can the operator improve

*Limit each pro or con to one line as a bulleted list.*

**<H2> Casoola bonuserbjudanden**

The central reason to sign up with a new online casino is the welcome bonus. This topic needs a detailed coverage in the operator review. Since most players have multiple accounts please try to be as positive as possible and not to oversell – it is important also to write about possible cons/ways of the bonus or other important bonus rules to keep in mind.

<H3> Välkomstbonus

<H3> Free Spins

<H3> Återbetalningsbonus

<H3> Insättningsbonus

<H3> VIP-program

**<H2> Casinospel**

1-2 paragraphs and explaining the games offerings at the operator and games providers.

**<H3> Slotsspel på Casoola**

1-3 paragraphs discussing the types of slots available and some of the game providers. Then added a bulleted list of some of the most popular slots available.

**<H3> Bordsspel**

1-3 paragraphs talking about the table games and specialty games available. Try to keep these H3’s the same length. Add a bulleted list of some of the most popular games available

**<H2> Casoola Live Casino**

1-2 paragraphs discussing the benefits/progression of live casinos in recent years and the games available. \*If applicable… if they don’t have it comment on that being a short coming and a spot the operator can improve on.

**<H2> Casoola mobile app**

Does the operator have an app or is it instant play on mobile devices.

**<H2> Casoola uttags- och insättningsmetoder**

Discuss the most popular banking methods available in Sweden for casino players.

<H3> Insättning

<H3> Utbetalningar

**<H2> Casoola Casino spelupplevelse**

What makes this site special? Write a bit about the unique selling points, about the brand identity, about the theme.

**<H2> Casoola Casino login och registrering**

**<H2> Casoola Casino Kundservice**

**<H2> Casoola frågor & svar**

4-6 questions and answers about the operator. These are some potential questions, if you decide to choose one please re-write it.

* Har Casoola casino svensklicens?
* Kan jag spela hos Casoola casino trots min spelpaus?
* Är Casoola säker att spela på?
* Finns det gränser på insättningar och uttag?
* Vilka betalmetoder har Casoola casino?
* Erbjuds det bonusar för nya spelare?
* Behöver man registrera sig?
* I vilket land har Casoola casino sin licens?
* Hur är det med vinstskatt hos Casoola?
* Vad har Casoola för betalningsmetoder?
* Finns det någon välkomstbonus hos Casoola casino?
* Finns det någon maximal vinstgräns på sina gratissnurrar?
* Vad erbjuder Casoola för bonus?
* Vilka öppettider har Casoolas kundtjänst?

**<H2> Regler och villkor för Casoola**

1-2 paragraphs outlying the rules of the operator.

<H3> Regler

<H3> Bonusregler